ABSTRACT

A computer system and method configured to deliver content to a mobile device includes a first server configured to deliver an address of a content in a reference format responsive to a request for the content from the mobile device and a first proxy server configured to receive, from the mobile device, the address of the content in the reference format and a type of the mobile device. The proxy server is configured to fetch the requested content at the received address, to automatically convert the fetched content from the reference format to a format suitable to the type of mobile device and to deliver the converted content to the mobile device.